

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Arnold-Huyser et al.
Title: POINT-OF-INTEREST DISPLAY SYSTEM
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Examiner: Sample, Jonathan L.
Art Unit: 3664
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AMENDMENT AND REPLY UNDER 37 CFR § 1.116

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Commissioner for Patents
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This communication is responsive to the Final Office Action dated June 7, 2010, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks begin on page 5 of this document.

Please amend the application as follows: